

**In the Claims:**

- 543C 7
1. (Currently Amended) In a networked environment, a method for designating client properties ~~that a server can use to select or generate targeted content~~, comprising the steps of:
- receiving a link element associated with a server, the link element including a plurality of requested client properties;
- selecting said link element to request a document identified by the link element to be transmitted to a client; and
- inserting at least one of said plurality of requested client properties into the a request ~~to retrieve a document~~ so as to allow customization of the requested document identified by the link element based on the inserted at least one of said plurality of requested client properties.
2. (Original) The method of Claim 1, wherein said plurality of requested client properties is contained within an attribute of said link element.
3. (Original) The method of Claim 2, wherein said attribute is a PROFILEATTRS attribute.
4. (Original) The method of Claim 1, wherein each one of said requested client properties comprises a category, a separator, and a property name.
5. (Original) The method of Claim 1, wherein said plurality of requested client properties includes at least one property that is a wild card.
6. (Original) The method of Claim 1, wherein said plurality of requested client properties includes at least one property that is designated as a mandatory property.
7. (Currently Amended) The method of Claim 1, wherein said step of inserting comprises the steps of:
- selecting ~~each one property from said~~ ones of the plurality of requested client properties; and

determining whether ~~said each one property~~ is selected ones of the plurality of requested client properties are available to be transmitted.

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8. (Currently Amended) The method of Claim 7, wherein said step of selecting further comprises expanding a ~~wildcard~~ wild card property.

9. (Currently Amended) The method of Claim 7, wherein said step of determining further comprises prompting a user whether to transmit ~~said each one property~~ the selected ones of the plurality of requested client properties.

X  
10. (Original) The method of Claim 7, further comprising the step of terminating the request if a mandatory property is not available to be transmitted.

11. (Currently Amended) In a networked environment, a system for designating client properties ~~that a server can use to select or generate targeted content~~, comprising:  
means for receiving a link element associated with a server, the link element including  
a plurality of requested client properties;

means for selecting said link element to request a document identified by the link element to be transmitted to a client; and

means for inserting at least one of said plurality of requested client properties into a the request to retrieve a document so as to allow customization of the requested document identified by the link element based on the inserted at least one of said plurality of requested client properties.

12. (Original) The system of Claim 11, wherein said plurality of requested client properties is contained within an attribute of said link element.

13. (Original) The system of Claim 12, wherein said attribute is a PROFILEATTRS attribute.

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14. (Original) The system of Claim 11, wherein each one of said requested client properties comprises a category, a separator, and a property name.

15. (Original) The system of Claim 11, wherein said plurality of requested client properties includes at least one property that is a wild card.

16. (Original) The system of Claim 11, wherein said plurality of requested client properties includes at least one property that is designated as a mandatory property.

17. (Currently Amended) The system of Claim 11, wherein said means for inserting comprises:

means for selecting ~~each one property from said~~ ones of the plurality of requested client properties; and

means for determining whether ~~said each one property is~~ selected ones of the plurality of requested client properties are available to be transmitted.

18. (Currently Amended) The system of Claim 17, wherein said means for selecting further comprises means for expanding a ~~wild card~~ wild card property.

19. (Currently Amended) The system of Claim 17, wherein said means for determining further comprises means for prompting a user whether to transmit ~~said each one property~~ the selected ones of the plurality of requested client properties..

20. (Original) The system of Claim 17, further comprising means for terminating the request if a mandatory property is not available to be transmitted.

547C 7 21. (Currently Amended) In a networked environment, a computer program product recorded on computer readable medium for designating client properties ~~that a server can use to select or generate targeted content~~, comprising:

computer readable means for receiving a link element associated with a server, the link element including a plurality of requested client properties;

computer readable means for selecting said link element to request a document identified by the link element to be transmitted to a client; and

X computer readable means for inserting at least one of said plurality of requested client properties into a the request to retrieve a document so as to allow customization of the requested document identified by the link element based on the inserted at least one of said plurality of requested client properties.

22. (Original) The program product of Claim 21, wherein said plurality of requested client properties is contained within an attribute of said link element.

23. (Original) The program product of Claim 22, wherein said attribute is a PROFILEATTRS attribute.

24. (Original) The program product of Claim 21, wherein each one of said requested client properties comprises a category, a separator, and a property name.

25. (Original) The program product of Claim 21, wherein said plurality of requested client properties includes at least one property that is a wild card.

26. (Original) The program product of Claim 21, wherein said plurality of requested client properties includes at least one property that is designated as a mandatory property.

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27. (Currently Amended) The program product of Claim 21, wherein said computer readable means for inserting comprises:

computer readable means for selecting ~~each one property from said~~ ones of the plurality of requested client properties; and

computer readable means for determining whether ~~said each one property is~~ selected ones of the plurality of requested client properties are available to be transmitted.

28. (Currently Amended) The program product of Claim 27, wherein said computer readable means for selecting further comprises computer readable means for expanding a ~~wildeard~~ wild card property.

29. (Currently Amended) The program product of Claim 27, wherein said computer readable means for determining further comprises computer readable means for prompting a user whether to transmit ~~said each one property~~ the selected ones of the plurality of requested client properties..

30. (Original) The program product of Claim 27, further comprising computer readable means for terminating the request if a mandatory property is not available to be transmitted.

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31. (New) The method of Claim 1, further comprising customizing the requested document identified by the link element based on the inserted at least one of said plurality of requested client properties.

32. (New) The method of Claim 1, wherein at least one of the plurality of requested client properties is associated with hardware characteristics of the client.

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33. (New) The system of Claim 11, further comprising means for customizing the requested document identified by the link element based on the inserted at least one of said plurality of requested client properties.

X  
34. (New) The system of Claim 11, wherein at least one of the plurality of requested client properties is associated with hardware characteristics of the client.

35. (New) The program product of Claim 21, further comprising computer readable means for customizing the requested document identified by the link element based on the inserted at least one of said plurality of requested client properties.

36. (New) The program product of Claim 21, wherein at least one of the plurality of requested client properties is associated with hardware characteristics of the client.

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